



# City of Seat Pleasant

## Office of Public Engagement

*A Smart City of Excellence*

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**“Seat Pleasant offers Smart City Services that is better, faster and personalized making it a City for Me using information and communication technology, with the internet of things”**

**Department Name: Public Engagement**

**Date of Report: March 1, 2019**

**Reporting Period: January 1-31, 2019**

**Summarize significant department progress for the reporting period that is indicative of providing services that are better, faster and personalized.**

The Public Engagement Department continues to serve the city by finding better strategies to improve engagement, empowerment and educational efforts for the community. Our department has met with:

### **Social Media Postings**

Christian Smith completed daily postings for our social media outlets. These posting are to inform residents and others that follow Seat Pleasant of updates, events, and safety alert. Some days that have been highlighted were National Law Enforcement Day, Seat Pleasant State of the City Strategic Social Media Posting, Martin Luther King Jr. Day, snow removal and salting done by Department of Public Works and Transportation. Information on social media is strategically placed during for specific times throughout the day to ensure that the posts will receive increased impressions by specific demographics. Social Media are posted 3-5 times a day on Facebook, Twitter and Instagram, and LinkedIn. YouTube and the City’s website are used for digital information posts as well. (See Pictures)

### **Smart Homes Visit**

Christian Smith and the Economic Development team visited the smart homes and captured behind the scenes footage during the taping of the smart home promotion video. This video has been placed on our City’s website and has been highlighted on Social Media to gain interest in more homeowners and investors to come into Seat Pleasant. The footage can and will be used for future promotional projects and much needed documentation for the City’s transformation.

### **Tidio Request**

Christian Smith and Sharron Lipford respond and answer any questions, comments or concerns that come through the city website. Tidio requests range from questions about camera citation payment, Goodwin Park Rentals, Business Licenses, how to obtain permits, to commenting on trash services, downed street signs to positive comments regarding City services. There are on

average 15-20 messages that come through this platform per month. 25% of the requests are repetitive message inquiries. Some of the inquiries consist of questions pertaining to citation payments, hiring procedures and availabilities, contact information from City staff and how to receive trash and recycling receptacles. Questions that are repetitive have been placed into Watson for an automated response, which is accessible on our website, and mobile app.

### **Flyers**

Mr. Smith collaborated with Malecia Shabazz to design flyers for upcoming events within the City. Those events included the Created Repair Workshop and Construction Help Wanted Flyers, Outside Ice-Skating Rink and Minority Business Day. There have been 100-200 flyers per event for the month that were distributed.

### **Media Advisory and Photography**

Christian Smith created a media advisory for different 10 media outlets to attend the State of the City 2019. He also assembled 5 photographers to adequately capture the State of the City with multiple photographs and videos to highlight the night. During the night, interviews were held with community leaders and guests, and they also shared their thoughts on the brief video recording.

### **Vision Board Party**

Christian Smith, JoVone Pender, and Malecia Shabazz all attended Councilmember McCarthy's Vision Board Party. Christian took numerous photos of the event and posted it on 3 of our social media platforms. While the other Public Engagement Staff, engaged with those that attending the event, checking them in, and informing them of all upcoming events the city will be having. There were 20 attendees that pre-registered, 2 that checked in but 38 that actually showed up.

### **Promotional Videos and Flyers**

Christian Smith created promotional videos for State of the City 2019 for the following guest commentators. There was an individual video created for each of the Jeannie Jones, Justine Love, Hamil Harris, Ebony McMorris, and Renee Allen. He also created videos for the special guest, Bishop Joel and Pastor Ywlanda Peebles. These videos were catered to each commentator and special guest and their achievements in their perspective fields of work. These promotional videos were to showcase who will be speaking at State of the City and give residents and guests insight on who they are and what they represent. Each video was created and edited in house, in turn saving money for the City, instead of contracting out for these services. Each video was approximately 30 seconds long and typically services of this nature, for 5 different videos would cost anywhere from \$50-\$2,500 dollars, depending on the quality of the product.

### **IoT Evolution Expo Trip**

Mr. Smith traveled to Fort Lauderdale, Florida with Mayor Grant to document his presentation at the expo. While there Mr. Smith also recorded a Podcast for Mayor Moments. This was a one-day trip that Mr. Smith took to ensure the Mayor's trip was documented. This experience has been collected and will be used to assist with tracking the City of Seat Pleasants digital transformation.

### **Marketing Development timeline**

JoVone Pender and Christian Smith developed a marketing timeline for State of the City 2019. This timeline was put together to better promote the event and get the word out to all residents and those around the city. This included when banners would be posted, promotional videos would be broadcasted on all social media outlets, email blast, etc.

### **LEGO Competition**

JoVone Pender and Sharron Lipford met with the STEM Leadership team at Seat Pleasant Elementary to discuss how to implement a LEOG competition that involves several schools in PG County. The meeting was attended by the school's principle and several other school officials that work with the program. The initial plan was to have the LEGO STEM competition at Seat Pleasant Day 2019. The school staff felt as though Seat Pleasant Day 2019 would overshadow the significant of the event competition. Therefore, an agreement was reach that the we would give a official of the competition stage time during Seat Pleasant Day.

### **Central High School (CHS) Guidance Counselor Meetings**

JoVone Pender has held ongoing meetings with guidance counselors at Central High School. These meetings are to discuss details of the volunteering programs for Seniors and Junior Students.

### **Weekly State of the City Meetings**

Every Monday Wednesday and Friday JoVone Pender, Monay Henry, Marcus Jones, Anthony Coleman, Jazmin Shorts, Mayor Grant would meet to gather new details and updates on vendors, and contractors. Go over the budget for the event and ensure we were on the correct path and allocating all money correctly to each department.

### **First All Staff SOTC 2019 Meeting**

JoVone Pender spearheaded the all staff meeting in conjunction with Mayor Grant. This meeting was held to address the Seat Pleasant Staff about early logistics of the SOTC event and to get feedback and critics of last year's event to plan around those details and to make this years a better outcome.

### **Second All Staff SOTC 2019 Meeting**

JoVone Pender spearheaded the all staff meeting in conjunction with Mayor Grant. This second staff meeting was to bring staff up to date on all major details of SOTC. In this meeting staff assignments were also given to determine what each staff would need and a description of their selected roles.

### **Final SOTC Coordination Meeting**

JoVone Pender, Monay Henry, and other city staff worked day in and day out the days leading up to State of the City fine tuning all details for the event. These long week days and included weekends to gather final invoices, make payments, and finalized the briefing packet for staff and volunteers.

### **Engagement Partnerships**

Malecia Shabazz reached out to organizations to start a partnership with them to provide community resources to residents to achieve their self- sufficiency goals. Those organizations included Planet Fitness, Family Medical Counseling with Diane Jones, Teach em' to Fish with Clarence Crawford to help with self-employment to name a few.

### **Vendor Outreach**

Mrs. Shabazz has reached out to several vendors and organizations to see if they would be attending Seat Pleasant Day 2019 as an exhibitor. The following have confirmed their attendance, PEPCO, Planet Fitness, Family & Medical Counseling, Overdue Recognition Art Gallery, Veterans, Dept. Of Social Services Human Sex and Labor Trafficking.

### **Career Fair Planning**

Malecia Shabazz met with the guidance counselors at Central High School to collaborate skills to plan a career Fair on March 2, 2019. They discussed recruiting volunteers to help with setting up the event and direction the incoming traffic. In addition, they strategized on the targeting commentates, inviting business schools and colleges to educate 11<sup>th</sup> and 12<sup>th</sup> graders pursuing career jobs.

### **Black History Month Event Planning**

Mrs. Shabazz finalized all details for the Black History Month Event and met with Monay Henry to ensure all purchase orders and invoices were paid. Ms. Henry and Mrs. Shabazz sat down and created an event briefing packet to send out to the various departments that were needed to assist with making sure the event was a success. Mrs. Shabazz followed up with Overdue Recognition Art Gallery-Art Coordinator Jackie Thompson with finalizing the luncheon menu, and preparations for the upcoming event. They came to an agreement to setup and transport the chairs, water and salads the day before on 2/13/2019 since the event will start at 12noon on 2/14/2019. She sent an email to the Public Works Department-Director Brown to inform him of the following supplies needed: 45 chairs, and two-fold-away tables; cooler/ice for water, Step and Repeat equipment for photos. Christian Smith was informed to bring the camera and video recorder the Black History Month Event.



### **Ice Skating Event**

Malecia Shabazz spearheaded an event that the Mayor wanted to create for the City. She researched the internet to find a company to provide an outdoor Ice Skating Rink Rental Service. Malecia established a business relationship with Neon Entertainment to prepare invoices and she also coordinated and scheduled a meeting with Mr. Coleman to assure the Mayor would be attending the event. There was also a flyer created to start promoting the event.

### **Financial Literacy Event**

Mrs. Shabazz coordinated a financial literacy training and requested to reserve the Seat Pleasant Activity room for the Workshop. She also created the Credit Repair Flyer and distributed 100 flyers in the community to places such as Addison Plaza, MLK Shopping Center, and Eastern Avenue apartments.

### **State of the City 2019**

Public Engagement Department along with all departments within the City attended the 2019 State of the City event. With this event being all hands-on deck, each staff member assisted with numerous task to make sure the event went on without a hitch. Mrs. Shabazz ran errands and picked up food, flowers, and assisted with check in amongst other things. JoVone Pender and Monay Henry were assisting with set up and ensuring all contractors were where they needed to be and provided all items they needed. Mr. Pender was the events and programs coordinator, Monay Henry was the production coordinator, Christian Smith covered media, pictures, video, etc. Mrs. Bilbro assisted with registration, Mr. Mac assisted with transportation of residents and those that parked on the street. Mohamed worked behind the scenes to ensure all videos and PowerPoints were displayed on queue for the run of show. All staff assisted with breaking down the event and ensuring guest were exiting the event quickly and safely.

### **Teach'em to Fish**

Malecia Shabazz planned and conducted a partnership meeting with Teach'em to Fish – CEO Mr. Clarence Crawford to discuss potential opportunities to help Seat Pleasant residents to become employable, and self-employed business owner. Teach'em to Fish will provide trainings on helping businesses to become more profitable, and to help Seat Pleasant citizens to obtain and to keep good jobs. They strategized a plan to target small business owners, and their employees in the Seat Pleasant community.

### **Flyer Distribution**

Mrs. Shabazz conducted outreach services to distribute flyers in the Seat Pleasant community for the Credit Repair workshop and Minority Business Day. There were 25 flyers dropped off at Addison Plaza Nail Salons, 68<sup>th</sup> Street and 69<sup>th</sup> Street homes, out of the home were 18 females, 10 senior citizens, and 13 males that received these flyers.

**Flyer distribution**

Mrs. Bilbro provided on the spot registration for residents for Eventbrite for State of the City. She also handed out flyers after hours to residents who requested them.

**Furlough Information**

Mrs. Bilbro also provided information to callers that needed assistance during the nationwide Government furlough. The information was provided by Ms. Henry.

**Inclement Weather**

During the days of inclement weather, Mrs. Bilbro made welfare calls to various residents to ensure that their streets were being plowed and that they were warm during those times.

**Former Mayor Passing**

Mrs. Bilbro received word of former Mayor Eugene F. Kennedy's passing from her next-door neighbor. With this information Mrs. Bilbro acted as an informant for key personal to gain knowledge of the arrangements. She acted on the city's behalf and verified the information with the host church and forwarded all information to the Mayor's office.

**Daily Logs**

Mrs. Bilbro continuously keeps log of all visitors and callers that call with questions, comments, or concerns and sends them to Ms. Henry and Director Lipford. These logs are important for statistics and data collection.

**Conference Room B**

Ms. Henry continuously schedules all meetings that are held in conference Room B. She does this to ensure that meetings do not overlap and that the room stays clean and tidy. Each meeting request is followed up with a calendar invitation to the staff that is requesting it and also to Director Lipford so that she is aware of the schedule.

**Meeting with Melvin Brown**

The Police Department and the Public Engagement Department met to combine efforts to facilitate Smart City themed events in May. This meeting included brainstorming discussions with for a Lego Expo that would include the efforts of Seat Pleasant Elementary School, the City and other non-profit partners to give children a hands-on experience with technology and manufacturing.

**Monthly report**

Each month Ms. Henry reached out to all staff within the Public Engagement Department to gather all of their information for each month. With the information that the team provides, she created a monthly report in the form of a word document and includes what they have sent to her. She then sends a draft of what she creates to Director Lipford for approval and final touches that were missed.

**Mayor's Moment – Weekly Blog Meetings (Jan. 3<sup>rd</sup>, 7<sup>th</sup>, and 17<sup>th</sup>)**

The Mayor and Public Engagement Personnel meet on a weekly basis to discuss topic ideas for the Mayor's Moment Video Blog. Activities include drafting, reviewing, and editing of blog scripts as well as recording and editing of the video blog.

**Weekly Meetings with Robert St. Thomas (Jan. 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, and 25<sup>th</sup>)**

Mohamed Abdelhameid meets with Robert St. Thomas on a weekly basis to discuss several Seat Pleasant Smart City programs. Some of these programs include the Seat Pleasant Hypertension program and the Seat Pleasant Smart City transformation. Another program we've begun discussing involves finding alternate solutions to bringing a grocery store to Seat Pleasant. During these meetings we discuss progress, challenges, next steps to keep moving forward, and we brainstorm new ideas for advancing the Seat Pleasant subscription model.

**Avatar Review Meetings with Quantum Capture (Jan. 15<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from Quantum Capture and IBM to discuss the development progress for the Avatar and the Artificial Intelligence integration.

**Local-Motors Fleet Challenge – Meeting with Public Engagement Team (Jan. 2<sup>nd</sup>)**

Mohamed Abdelhameid, Sharron Lipford and others from the Public Engagement team met to discuss applying for the Local-Motors fleet challenge that would have placed multiple Autonomous vehicles in Seat Pleasant. Unfortunately, we decided not to apply because the application required a minimum \$88,000 commitment.

**CGS Sales Presentation with Pembroke, NC (Jan. 17<sup>th</sup>)**

Mohamed Abdelhameid presented to the City Manager from Pembroke North Carolina, who were interested in Smart City transformation leveraging the CGS. An initial meeting took place in November, and this was a follow up meeting that also included delivery of a proposal.

**CGS Sales Presentation with New Roads, LA (Jan. 18<sup>th</sup>)**

Mohamed Abdelhameid presented to representatives from New Roads, Louisiana who were interested in Smart City transformation leveraging the CGS. The initial meeting took place on January 18<sup>th</sup> and was attended by the City's Utility Manager. The meeting went extremely well, and the Utility Manager gave a strong recommendation to his Mayor to proceed with a subscription purchase. This is a link to the presentation that was given to New Roads: <https://spice-llc.com/2019/01/22/new-roads-la/> and the password to access it is newroads2019.

**Meetings with Pepco (Jan. 3<sup>rd</sup> and 8<sup>th</sup>)**

Mayor Grant and Mohamed Abdelhameid met with representatives from PEPCO to discuss partnership details between the City and PEPCO. The January 3<sup>rd</sup> meeting was with VP Jerry Pasternick to discuss follow up items from our previous meetings. The January 8<sup>th</sup> meeting was with PEPCO president Donna Cooper to discuss the developing partnership.

**Meeting with Police Department (Jan. 3<sup>rd</sup>)**

Mohamed Abdelhameid met with Chief Devan Martin to discuss new use cases for the CGS. We discussed the PD's must haves and nice to haves from a technology perspective.

**Dropbox Meeting with Peake and Ms. Barber (Jan. 3<sup>rd</sup>)**

Mohamed Abdelhameid met with PEAKE and Ms. Barber to discuss getting access to the City's Dropbox Account.

**Wi-Fi Solutions Meeting with Peerless (Jan. 4<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from Peerless to discuss their solutions for city wide wi-fi. We discussed their process, technology, and price. Based on our conversation, we decided that it was not a good fit to move forward.

**State of the City – Prep and the Event (Jan. 9<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup>)**

Mohamed Abdelhameid attended prep meetings for the State of the City on the 9<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup>, the rehearsal on the 27<sup>th</sup> and the event on the 28<sup>th</sup>. During the event, Mohamed managed the video and graphics that was presented on the screen. He also controlled the Avatar and the Robot's narrative for the show.

**Robot and Avatar Prep and Practice (Jan. 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup>, and 27<sup>th</sup>)**

Mohamed Abdelhameid worked with IBM and Quantum Reps from the 24<sup>th</sup> through the 27<sup>th</sup> to ensure that the Robot and Avatar were ready to go for the State of the City.

**Smart Street Lights Pilot Project – Meeting with AECOM and VERIZON (Jan. 10<sup>th</sup>)**

On January 10<sup>th</sup>, Mohamed Abdelhameid met with Michael House and Ida Namur of AECOM, and Jose Escobar and Kevin Curtis of Verizon Smart to discuss public safety use cases for the intelligent video cameras that are being provided.

**Annexation Data Meeting with Robert Ashton (Jan. 10<sup>th</sup>)**

Mohamed Abdelhameid met with Robert Ashton to discuss creating a tool that estimates how annexation would impact revenue and cost to city.

**Geo-Command Demo (Jan. 10<sup>th</sup>)**

Mohamed Abdelhameid met with representatives from Geo-Command for a demonstration of their Site-Aware tool. Geo-command is offering to stand up this solution free of cost. The Site-Aware solution is geared for schools. We are exploring the feasibility of implementing this solution at Seat Pleasant Elementary School.

**My Seat Pleasant App Re-Development (Jan. 16<sup>th</sup>, 21<sup>th</sup>, and 22<sup>th</sup>)**

Mohamed Abdelhameid continued meetings with the team of developers responsible for redevelopment of the app. Mohamed Abdelhameid continued to provide project management and oversight. These meetings included discussion of schedules, scope, potential roadblocks, and content development for the App.

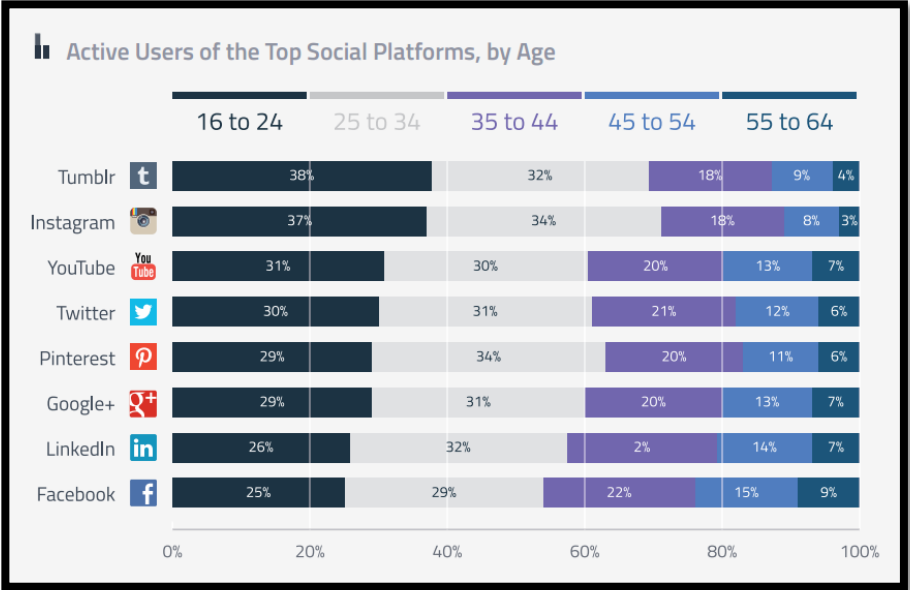
**Smart Readiness Challenge – Smart Cities Council Grant (Jan. 10<sup>th</sup>)**

Mohamed Abdelhameid, B'Asia Settles, and Ms. Rhoda met to discuss schedule and divide work for the Smart Readiness Challenge grant.

**Prep for Mayor's Presentation at IoT Evolution Expo (Jan. 23<sup>rd</sup> and 27<sup>th</sup>)**

Mohamed Abdelhameid met with Mayor Grant to discuss a strategy for the presentation he would give at the IoT Evolution Expo in Ft. Lauderdale. We created a web-based presentation that went over very well at the event. You can access the presentation using the following link: <https://spice-llc.com/2019/01/30/iotevo/> . We also created a script for a podcast that would be recorded while the Mayor was in Ft. Lauderdale.

Social Media Statistics




# THE ULTIMATE SOCIAL MEDIA POSTING SCHEDULE


(for other ENFJ / Type A / Aries / anal types)

#liveLOUDly	M	TU	W	TH	F	SA	SU
6	f	f	f	f	f		
7	in	in	in	in	in		
8	📷	📷	📷	📷	📷	📷	📷
9	🐦	🐦	🐦	🐦	🐦	📌	📌
10	g+	g+	g+	g+	g+	▶	
11	b				b	b	
12							
1	🐦	🐦	🐦	🐦	🐦	🐦	🐦
2	📷	📷	📷	📷	📷	🐦	🐦
3						🐦	🐦
4	f	f	f	f	f	📌	📌
5	in	in	in	in	in		▶
6							
7							
8	🐦	🐦	🐦	🐦	🐦		t
9	t	t				📷	📷
10						📌	📌



**Vision Board Party**

  
Mayor Eugene W. Grant  
**State of the City Address**  
Monday, January 28, 2019, 6:30 PM



**Central High School**  
200 Cabin Branch Rd.  
Capitol Heights, MD 20743  
Register at:  
<https://seatpleasantstateofcity2019.Eventbrite.com>  
**#SPSOTC2019**  
[www.seatpleasantmd.gov](http://www.seatpleasantmd.gov) City Hall: (301) 336-2600

**State of the City 2019**



**Smart Home**